



Attorney Docket :11032/3039

*2162*  
*APR 30/02*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventors: Frank Addante

Serial. No. 09/851,029

Filing Date: May 7, 2001

For: **METHOD AND APPARATUS FOR  
TRANSACTION TRACKING OVER A  
COMPUTER NETWORK**

Art Unit : Unassigned

Examiner : Unassigned

*2162*  
*#4*

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FEB 25 2002

Technology Center 2100

COMMISSIONER FOR PATENTS  
Washington, DC 20231

**GRANT OF POWER OF ATTORNEY PURSUANT TO 37 C.F.R. §3.71**

S I R:

The undersigned, DoubleClick Inc. of 450 West 33<sup>rd</sup> Street, New York, New York 10001, U.S.A., being the assignee of the entire right, title and interest in and to the above-identified patent and the invention therein described and claimed entitled:

**METHOD AND APPARATUS FOR TRANSACTION TRACKING OVER A  
COMPUTER NETWORK**

an Assignment being submitted for recording under separate cover (copy enclosed), does hereby revoke all previous powers of attorney and does hereby appoint the registered practitioners of Kenyon & Kenyon included in the Customer Number provided below to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

23838

Please address all correspondence to the above Customer Number.

Please address all written communication regarding this patent to the registered practitioners of Kenyon & Kenyon at customer number:

23838

Please direct all telephone calls to Brian S. Mudge, David R. Schaffer or Bradley J. Meier at (202) 220-4200.

DoubleClick Inc.

Date: January 14, 2002

Title: Vice President &  
General Counsel

Name: Elizabeth Wang  
Elizabeth Wang



UNITED STATES  
PATENT AND  
TRADEMARK OFFICE



DECEMBER 11, 2001

PTAS

Under Secretary of Commerce For Intellectual Property and  
Director of the United States Patent and Trademark Office  
Washington, DC 20231  
www.uspto.gov

KENYON & KENYON  
DAVID R. SCHAFER  
1500 K STREET, N.W.  
SUITE 700  
WASHINGTON, DC 20005-1257



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UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 10/05/2001

REEL/FRAME: 012228/0954  
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:  
L90, INC.

DOC DATE: 10/02/2001

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ASSIGNEE:  
DOUBLECLICK, INC.  
450 WEST 33RD STREET  
NEW YORK, NEW YORK 10001

**FEB 25 2002**

**Technology Center 2100**

SERIAL NUMBER: 60175113  
PATENT NUMBER:

FILING DATE: 01/06/2000  
ISSUE DATE:

SERIAL NUMBER: 60202221  
PATENT NUMBER:

FILING DATE: 05/05/2000  
ISSUE DATE:

SERIAL NUMBER: 09757389  
PATENT NUMBER:

FILING DATE: 01/08/2001  
ISSUE DATE:

SERIAL NUMBER: 09851029  
PATENT NUMBER:

FILING DATE: 05/07/2001  
ISSUE DATE:

*2/20/02*

012228/0954 PAGE 2

SERIAL NUMBER:  
PATENT NUMBER:  
PCT NUMBER: US0100617

FILING DATE:  
ISSUE DATE:

SERIAL NUMBER:  
PATENT NUMBER:  
PCT NUMBER: US0114786

FILING DATE:  
ISSUE DATE:

KIMBERLY WHITE, EXAMINER  
ASSIGNMENT DIVISION  
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RE

COVER SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

11032 /9019

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

L90, Inc.

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: October 2, 2001

2. Name and address of receiving party(ies):

Name: DoubleClick, Inc.  
Internal Address:  
Street Address: 450 West 33<sup>rd</sup> Street  
New York, NY 10001

Additional name(s) & address(es) attached? ☐ Yes ☒ No

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FEB 25 2002

4. Application number(s) or patent number(s);

If this document is being filed together with a new application, the execution date of the application is:

A. Patent Application No.(s) 60/175,113; 09/757,389; PCT/US01/00617; B. Patent No.(s)  
60/202,221; 09/851,029; PCT/US01/14786.

Additional numbers attached: ☐ Yes ☒ No

5. Name and address of party to whom correspondence concerning document should be mailed:

David R. Schaffer  
Kenyon & Kenyon  
Suite 700  
1500 K Street, N.W.  
Washington, DC 20005-1257

6. Total number of applications and patents involved:

6

7. Total fee (37 CFR 3.41).....\$240.00

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

8. Deposit account number:

11-0600

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

David R. Schaffer (Reg. No. 43,089)  
Name of Person Signing

  
Signature

October 5, 2001  
Date

Total number of pages including cover sheet: 3

## **SHORT FORM PATENT ASSIGNMENT**

This Assignment is effective as of the Effective Date from L90, Inc., a Delaware corporation ("assignor"), to DoubleClick, Inc., a Delaware corporation ("assignee").

### **1. Definitions**

"Effective Date" means October 2, 2001.

"Patent Application" means, collectively, United States patent application Serial No. 60/175,113, filed January 6, 2000 and titled "Method and Apparatus for Selecting and Delivering Internet Based Advertising"; United States patent application Serial No. 09/757,389, filed January 8, 2001 and titled "Method and Apparatus for Selecting and Delivering Internet Based Advertising"; PCT patent application Serial No. PCT/US01/00617, filed January 8, 2001 and titled "Method and Apparatus for Selecting and Delivering Internet Based Advertising"; United States patent application Serial No. 60/202,221, filed May 5, 2000 and titled "Method and Apparatus for Transaction Tracking over a Computer Network"; United States patent application Serial No. 09/851,029, filed May 7, 2001 and titled "Method and Apparatus for Transaction Tracking over a Computer Network"; PCT patent application Serial No. PCT/US01/14786, filed May 7, 2001 and titled "Method and Apparatus for Transaction Tracking over a Computer Network"; and any continuations, continuations-in-part, divisionals, reissues, reexaminations or extensions thereof, and any foreign counterparts of any of the foregoing, and any patent or patents issuing on any of the foregoing.

### **2. Assignment**

For and in consideration of the mutual covenants and undertakings set forth herein and other good and valuable consideration furnished by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the Patent Application and all inventions and discoveries described therein.

### **3. Further Assurances**

Assignor hereby authorizes and requests the Commissioner for Patents of the United States Patent and Trademark Office and the empowered officials of all other governments to issue or transfer any and all patents issuing on or from the Patent Application to Assignee, its successors and assigns, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct, in accordance with this instrument of Assignment. If the filing of any further patent applications in the United States or any other countries relating to the inventions described in the Patent Application shall hereafter be desired by Assignee, its successors, assigns or other legal representatives, Assignor, its legal representatives and assigns, as the case may be, will upon a reasonable request, sign all papers, make all rightful oaths and do all lawful acts reasonably requisite for the securing and protection thereof, including application for reissues, re-examinations, renewal, extension, division, continuation, or continuation-in-part or further

application and the procuring thereof and for the filing of such disclaimer without further compensation but at the expense of Assignee, its successors, assigns and other legal representatives.

**[Remainder of Page Intentionally Left Blank]**

IN WITNESS WHEREOF, Assignor has caused this Agreement to be duly executed by it  
authorized representative effective as of the date set forth above.

L90, Inc., a Delaware Corporation

By: 

Name: John C. Bohan

Title: CEO